

SERVISENSE.COM, INC.
EXHIBIT 3

(Question 12)

Resumes of Key Personnel

JOHN WILLIAM VANCURA, CPA

180 Seekonk Street
Norfolk, Massachusetts 02056
(508)520-1341

Experience:

April 1996-

Present

Uno Restaurant Corporation, West Roxbury, Massachusetts

Director of Financial Operations

- Direct daily operations of finance department including, general ledger, accounts payable, accounts receivable, tax, in-house payroll and cash management for this \$200 million casual-dining restaurant chain.
- Responsible for year-end and 401(k) audit process.
- Assist in quarterly and annual SEC reporting compliance.
- Responsible for creating policy and procedures to improve internal processes and control.
- Responsible for set-up of new store operations.
- Member of Oracle financial software conversion team.

February 1992-

March 1996

Trans National Communications, Inc., Boston, Massachusetts

Assistant Vice-President, Controller

- Directed daily operations of accounting department including general ledger, regulatory, tax, budgeting, cash management, accounts payable and credit/collections for this \$65 million nationwide switchless reseller of long distance telephone service.
- Liaison with local exchange companies, responsible for managing billing and revenue cycle, including reporting and cash flow.
- Created tax and regulatory department.
- Responsible for Federal Communications Commission and State Public Utility Commission telecommunications and tariff compliance.
- Represented company at State Public Utilities Commission hearings and supervised completion of all required regulatory agency registrations.
- Liaison with corporate financing partner responsible for credit agreement and reporting compliance.
- Interfaced with operational and marketing teams on strategic matters and special projects.
- Reviewed company contracts and advised senior management regarding legal and operational issues.
- Responsible for year-end audit process.

October 1991-

January 1992

The Ground Round, Inc., Braintree, Massachusetts

Tax Consultant

August 1990-

August 1991

Vitale, Caturano and Company, P.C., Boston, Massachusetts

Senior Tax Accountant

July 1987- **Arthur Andersen & Co., Boston, Massachusetts**
July 1990 *Senior Tax Accountant*

Education: **Babson College, Wellesley, Massachusetts**
January 1993- F.W. Olin Graduate School of Business
December 1996 Master of Business Administration
Major Concentration: Entrepreneurship

September 1983- **Bryant College, Smithfield, Rhode Island**
May 1987 Bachelor of Science in Business Administration
Major Concentration: Accounting

Professional • Certified Public Accountant - State of Massachusetts
Certification: • Member American Institute of Certified Public Accountants
 • Member Massachusetts Society of Certified Public Accountants

References: Available upon request

Christopher J. McKeown

82 Church Street
Watertown, MA 02172
(617) 926-9178
(617) 926-3905 (fax)
McKeownC@ix.netcom.com (e-mail)

Professional Experience

Mar 1989 to Jan 1996

Pan-Massachusetts Challenge Newton, Massachusetts

Director of Operations - 1991 to 1996

Oversaw all aspects of a multi-million dollar event-based fundraising organization. Managed two full time employees, several temporary employees and contractors, and an eight person volunteer staff. Coordinated and managed rider recruitment, volunteer recruitment, all mass-mailings, public relations, advertising and administration. Interfaced with State and Federal Government as well as the 31 cities and towns impacted by the event. Directly responsible for increasing annual donation from \$1.2 million in 1989 to \$3.5 million in 1995.

Tasked with ensuring organization returns over 90% of each dollar raised directly to the charity - Dana-Farber Cancer Institute.

Assistant Director - 1990 to 1991

Organization's first full-time employee. Computerized operations, expanded rider and volunteer databases, consolidated project management into a single office facility.

Volunteer Head Staff Coordinator - 1989 to 1990

Organization's first full-time employee. Computerized operations, expanded rider and volunteer databases, consolidated project management into a single office facility.

Aug 1989 to Nov 1991

HMM Associates Concord, Massachusetts

Nuclear Power Operations Consultant

Worked with commercial nuclear power utilities to ensure emergency readiness and conformity with Nuclear Regulatory Commission standards. Developed policies and procedures for emergency response and presented them to utility management. Implemented new procedures and trained employees.

Assisted utilities with remedial programs when utility found to be non-compliant. Developed or revised procedures to return utility to compliance.

Jan 1980 to Dec 1988

United States Navy Submarine Service

Nuclear Electronics Technician

Submarine Nuclear Power Plant Supervisor - May 1984 to Dec 1988

Served aboard Nuclear Powered Submarine USS Dallas SSN 700 as Reactor Operator and Engineering Watch Supervisor. In addition to primary duties, served as Shipyard Coordinator, Ships Diving Division (SCUBA) Lead Petty Officer, In-port Maintenance Coordinator, Ship Alteration/Field Change Coordinator, Upkeep Coordinator and Recreation Committee President

Staff Instructor

Nuclear Power Training Unit - May 1981 to May 1984

Instructed submarine trainees in electronics, nuclear power theory, physics and reactor operations in a classroom environment. Worked with students in land based nuclear prototype for on-the-job training of reactor operations.

Education

- June 1979 **Norwood High School Graduate**
Norwood, MA
- May 1980 to May 1982 **United States Navy Nuclear Power Training Program**
San Diego, CA, Great Lakes, IL, Orlando, FL, Idaho Falls, ID
- 1992 to Present **Northeastern University - University College**
Boston, MA
Pursuing Bachelor's degree in Management.
Member - Golden Key National Honor Society

Community and Social Activities

Founded Boston Ski Group

Founded in 1989 as an informal ski club. Includes custom ski tour to western USA and Canada for 80-100 people annually. Work includes development of package, promoting and selling to return customers and recruitment of new participants. Group has branched out to annual western mountain biking tours in Utah and Colorado

Snowball Ambassador

Key organizer in 3000 person Black Tie Fund-raiser for Non-federally funded inner city youth programs. Organization raises over \$150,000 annually.

Dana-Farber Cancer Institute

Regular (every other week) platelet-pheresis donor. Active volunteer on behalf of the institute including speaking at small engagements, representing Institute at various activities and recruiting volunteers for platelet-pheresis program.

References

Available upon request

DAVID A. DANE
6 Mohegan Road
Acton, MA 01720
(508)263-7808

SUMMARY: Customer focused, highly motivated, General Manager with eighteen years telecommunications experience in areas of budgeting and financial planning, marketing, employee issues, and government and public relations. Expertise in operations and customer service. Excellent oral and written communication skills, ability to analyze and evaluate ideas and data, and demonstrated leadership capabilities.

EXPERIENCE:

1997-Present Cablevision of Massachusetts, Inc.

REGIONAL DIRECTOR OF OPERATIONS, Massachusetts

Responsible for call center, field service, collections, support, and MIS operations for this 360,000 customer regional cable system. Oversee and direct the daily activities of 438 customer contact employees in a 24 x 7, 365 days a year, urban environment.

- Created and put in place a regional operations organizational structure
- Developed and executed on the plan to regionalize all operations
- Introduced customer service enhancements such as Instant installs, shorter appointment windows, after calls, Sunday service
- Improved employee morale with introduction of 4 day work week, flexible work shifts, and employee recognition programs.
- Assisted Regional Vice President in the development of rebuild strategy

1995-1997 Comcast Cable of Connecticut, Inc.

AREA GENERAL MANAGER, Eastern Area

Responsible for the day to day operation (customer service, marketing, technical, financial, and government relations) of this regional cable system serving 80,000 customers in 15 cities and towns in Southeastern Connecticut.

- Successfully regionalized call center operations and reorganized C.S. staff
- Delivered double digit cash flow growth 2 consecutive years
- Set the stage for a successful decertification vote of technical union
- Developed rate and tier strategy for maximizing revenue and sales growth

1989-1995 Continental Cablevision of N.E., Inc.

AREA GENERAL MANAGER, Northwest Area (1995)

Responsible for all marketing, customer service, financial, government, and personnel issues for a regional cable system serving 88,000 customers in 10 cities and towns in an area Northwest of Boston.

- Managed budgeting process and P&L analysis
- Acted as Company spokesperson
- Motivated and developed a staff of 150 employees
- Conceived and developed sales and telemarketing campaigns

AREA GENERAL MANAGER, Northern Area (1989-1995)

Overall responsibility for the operation of a cable system serving 62,000 customers in 14 cities and towns on the North Shore of Boston.

- Met or exceeded operating income goals of up to \$25 million
- Successfully renegotiated 10 year Franchise Renewal Licenses in Beverly (1990) and in Saugus (1995)
- Won 5 year License extension in Marblehead (1994)
- Managed the construction of 120 mile, state-of-the-art system in Boxford (1991) exceeding construction schedule
- Coordinated the efforts of the technical and customer service departments in the successful merges of the Revere system (1993) and the Newburyport system (1994)

1985-1989 American Cablesystems Northeast, Lt.

General Manager, Marlborough Cable System (1986-1989)

Involved with the due diligence and the asset evaluation, of a 17,00 subscriber cable system in 1986.

- Managed construction of 150 miles of new build and added 3,500 new passings to the system
- Rebuilt headends and added 6 new premium and ppv services
- Increased basic revenue and operating income 25% in two years

SYSTEM ENGINEER, Newburyport Cable System (1985-1986)

Chief technical person for a regional cable system serving 10,000 customers in five cities and towns.

- Supervised all technical operations including installations, service calls, warehouse functions, and headend
- Served as General Instruments first beta test site for impulse pay-per-view

1982-1985 New England Cablevision, Inc.

CHIEF TECHNICIAN, Cape Ann System (1983-1985)

Supervised the technical operations for the Cape Ann system

- Supervised 6 system technicians
- Managed activity of contract installers and construction crews
- Activated and successfully completed proof of performance tests on all recently constructed cable plant

CONSTRUCTION SUPERVISOR, Rochester, NH (1982-1983)

Supervised the construction of aerial and underground line extensions in Southern New Hampshire, Maine, and Massachusetts.

- Successfully completed projects on time and on budget

ACHIEVEMENTS:

President CTAM New England 1998-1999
Treasurer CTAM New England 1994, 1995, 1996
Board of Directors, United Way C.N.S. 1993
CTAM Presenter 1992
Lecturer, Salem State College School of Communications 1990
Cable Tech Expo Speaker 1986

EDUCATION:

1979 Master of Arts in English,
University of New Hampshire, Durham, NH

1976 Bachelor of Arts,
Colby College, Waterville, ME

INTERESTS: Coaching, skiing, cycling, running, soccer, hockey

PERSONAL: Married, 3 children ages 14, 10, 8

References supplied upon request

BETH SHIRA GREENBLATT

11 Barclay Road
West Roxbury, Massachusetts 02132
617.469.2172 bsg1515@aol.com

EMPLOYMENT HISTORY

- ServEdge Partners, Inc., Eastern Enterprises, Vice President of Marketing, 1997 to 1999.
- Gas Research Institute, New England Regional Account Manager, 1995 to 1997.
- Boston Gas Company, Eastern Enterprises, Director of Customer Research and Market Planning, and Director of Energy Management, 1989 to 1995.
- Mass-Save, Inc., Director of Marketing and Business Development, 1986 to 1989.
- Xenergy, Inc., Northeastern Massachusetts Regional Marketing Representative, 1984 to 1986.
- Other Employment: Brandeis University, Assistant Director of Financial Aid; Volt Energy/Technical Services, Residential Energy Consultant; Massachusetts State House, Energy Development Caucus, Research Assistant; and U.S. Senator Paul E. Tsongas, Energy Staff Intern.

PROFESSIONAL EXPERIENCE

➤ **Leadership**

- Spearheaded the development and management of an integrated strategic retail marketing effort in a new business enterprise by leveraging the brand position of the parent and subsidiary companies, and transferring the established brand equity to the new business.
- Led the gas utility industry in New England in developing, implementing and evaluating the integration of demand-side energy resources into traditional supply-side planning. Facilitated consortium relationships with New England natural gas, electric and water utilities and non-utility parties.
- Represented Boston Gas Company as its expert witness before the Massachusetts Department of Telecommunications and Energy in nine regulatory proceedings.
- Managed the integration of nationally offered natural gas R&D activities, technologies and resources into the business strategies of New England gas utilities.

➤ **Marketing, Communications and Publicity**

- Managed all aspects of multi-million dollar marketing/communications programs for entrepreneurial and non-profit businesses including brand development, advertising, direct marketing, collateral development, interactive development and publicity. Developed strategies and tactics to achieve market dominance in product categories, including building customer base of 50,000 within first 7 months of operations.
- Developed cooperative marketing and advertising opportunities leveraging market power and reach of partners.
- Developed channel and relationship marketing strategies and programs to attract market influencers and consumer and business end-users.
- Managed customer-care operations including developing customer acquisition and satisfaction strategies for inbound and outbound efforts, and field operations support. Developed business protocols to ensure high-quality customer relations at competitive customer acquisition cost.
- Created a cross-market public relations campaign establishing the value proposition of the new business enterprise and a local, consumer-oriented business presence.
- Directed the design, creative and content of various Websites targeted at consumers and businesses. Enabled information dissemination, interactive response and e-Commerce service fulfillment.

➤ ***Business Development***

- Developed and responded to comprehensive Requests for Proposals and Qualifications, conducted public solicitations and evaluations for diverse business services, and designed strategic partnership proposals.
- Designed comprehensive consumer and business retail programs generating mass participation and revenue opportunities.
- Created processes and protocols to ensure successful implementation of business services, including retail delivery, customer information requirements and tracking using relational databases.
- Developed technology business plan offering technology strategies and tactics to regional gas utilities, and implemented field demonstration trials and programs leading to technology adoption, cost savings and revenue gains.

➤ ***Market Research and Evaluation***

- Developed and managed a unique, nationally recognized natural gas end-use load research study utilizing statistical methods and econometrics, including multivariate and discrete-choice modeling.
- Developed and managed extensive quantitative and qualitative customer research projects including market segmentation studies and consumer product preference research. The research utilized traditional market research techniques such as telephone and mail surveys, focus groups and in-depth personal interviews.

➤ ***Business and Finance***

- Full profit and loss responsibility for \$15 million annual retail product.
- Managed business analysis including NPV and IRR modeling, cost/benefit analysis, simple payback and lifecycle cost analysis, quantitative econometrics and qualitative research.
- Awarded government and private funds to students based on financial needs analysis, counseled prospective and active students on financial aid matters, authorized federal and state student loans and completed lending institution disclosure forms and transcripts.
- Developed technical and analytical requirements for a business-choice modeling algorithm.

➤ ***Personnel Management***

- Successfully hired, trained, managed and developed staff for various corporate and field positions, including: consumer and business-to-business marketing services, product development and implementation services, technical support and engineering services, inbound and outbound teleservices and market research services.
- Managed outsourced vendors delivering diverse services including: advertising and mass communication services, direct marketing services, management consulting and delivery services, teleservices, H.V.A.C. equipment installation services, and engineering services.

➤ ***Retail Operations and Support***

- Managed overall retail operations for diverse product offerings to consumers and businesses.
- Implemented business controls and reporting to monitor achievements, business improvement requirements and customer acceptance and satisfaction.
- Assisted in the operations of three family-owned business enterprises.

EDUCATION AND TECHNICAL TRAINING

- Boston University, Boston, MA. BA in Political Science and Mathematics, Dean's List. Self-financed.
- Commonwealth of Massachusetts, Certified Energy Consultant.
- New England Fuel Institute, Equipment and Combustion Efficiency Certificate.

LORI A. ESPINO
24 Hartford Street
Natick, MA 01760
781-487-0413(W) 617-731-8515(H)
ldgespino@cs.com

EXPERIENCE

September 1997-August 1999

EnergyUSA, 2000 West Park Drive, Suite 300, Westborough, MA 01581 **VICE PRESIDENT, INFORMATION SERVICES**

Accomplishments:

- *Participate in NISource Inc. IT leadership council to establish hardware, software and security standards across all divisions and works towards leveraging common systems company wide.
- *Participate in Strategic Business Unit Leadership Team to maintain strong link between business strategy and information systems planning. Create annual Strategic Information Systems Plan.
- *Participate in NISource Inc. Shared Services Project Team whose goal is to enhance quality of administrative services and reduce costs by standardizing and leveraging common technologies.
- *Co-chair committee for development of ECommerce strategy and implementation of that strategy.
- *Prepare annual budgets(\$5.6 million-1998) and manage staffing requirements.
- *Perform all system due diligence work and system integration planning for acquisitions.
- *Create RFPs, conduct financial negotiations, and manage all aspects of implementation on Hardware/Software purchases company wide.
- *Develop Year 2000 strategy and implement.
- *Managed budget and installation of \$3.2 million CIS system. Managed project from creation of requirements document through user acceptance testing. Project included conversion of 100K customer database, system interfaces and billing outsource.
- *Successfully implemented Sales Force Automation system for 75 user sales force. Aligned sales process across all divisions and achieved cross-selling business objectives.
- *Integrated 5 location, 140 user acquisition which had minimal systems installed. Implemented NT across all locations, new desktops and laptops with MS Office. Implemented MS Project for construction division and sales force automation system company wide.
- *Installed Check Point FireWall-1 centralizing Internet, email, security and anti-virus scanning.

November 1995-September 1997

Sight Resource Corporation, 100 Jeffrey Ave, Holliston, MA 01746 **MIS DIRECTOR**

Accomplishments:

- *Prepare annual budgets (\$3.4 million-1996/1.3 million-1997) and manage staffing requirements.
- *Maintain strong link between business strategy and information systems planning. Create annual Strategic Information Systems Plan.
- *Maintain and support Optical Manufacturing/Inventory Control/Distribution System supporting 89 retail stores. Running on HP9000, UNIX OS, with Unify database.
- *Maintain and support POS system for 22 Cambridge Eye Doctors locations. System running on IBM RT with UNIX OS in an Informix database environment. POS system interfaces with Optical Manufacturing/Inventory Control/Distribution System.
- *Performed all system due diligence work and integration planning on 42 store chain acquisition in OH and 17 store chain acquisition located in LA.
- *Upgraded existing Novell network and cabling infrastructure. Established hardware and software standards. Replaced all existing PC's. Instituted training program for Windows and MS office.
- *Created Doctor Scheduling and Lease Administration applications in ACCESS.
- *Created and maintained WEB site-www.sightresource.com.
- *Created RFP, selected vendor and negotiated contract for a \$2.2 million integrated POS, Inventory, Medical Billing, Time Clock and Patient Scheduling system with interface to Manufacturing/Inventory system. Managed project through completion of pilot.
- *Created RFP, selected vendor and negotiated contracts for OMICS(optical manufacturing system) and Solomon IV(accounting).

April 1994-November 1995

Harvard Cooperative Society, 1400 Massachusetts Avenue, Cambridge, MA 02138
MIS DIRECTOR

Accomplishments:

- *Prepare annual budgets and manage staffing requirements.
- *Create RFPs, conduct financial negotiations, and manage all aspects of implementation on Hardware/Software purchases company wide.
- *Maintain strong link between business strategy and information systems planning.
- *Managed 24 X 7 operations center that supported systems and billing for 400K customers.
- *Installed Novell 4.1 network across all locations utilizing Novell's NFS.
- *Created in-house Executive Information System client server application.
- *Instituted in-house training program for Windows, WordPerfect and EIS.
- *WEB site-www.thecoop.com.
- *Outsourced billing function.

April 1992-April 1994

PROJECT LEADER

Accomplishments:

- *Fully responsible for all software aspects of a \$2.6 million conversion from NCR 9800 mainframe with 150 POS terminals across 6 retail locations to a DG Aviiion 6225 with Fujitsu Atrium POS terminals. Following software modules were installed:Accounts Payable, Accounts Receivable, General Ledger, Sales Audit, Purchasing, Receiving, Inventory, Warehouse/Distribution, Payroll, EDI and POS. Installation of each module required custom programming, file conversion, parallel testing, documentation, policies, procedures and training.
- *Planned location of network nodes and POS terminals in all locations.
- *Redesigned existing dial out credit functionality to support a lease line environment and redesigned existing credit card settlement file creation to correctly integrate with sales file.
- *Created new interface at POS with check fraud file.
- *Completely redesigned Accounts Receivable package. Major areas of focus were cycle billing, data structures, aging and unfriendly user screens. Reviewed and assisted programmers at a very detailed level.
- *Designed the integration of annual rebate program with Accounts Receivable.
- *Completely redesigned textbook module to include EDI.

December 1989-April 1992

SYSTEM ANALYST

Accomplishments:

- *Provided POS support and trouble shooting across all locations.
- *Worked with users and programming staff on problem solving and change requests for POS, Sales, Accounts Receivable, Inventory Control and Custom Reports.
- *Designed, tested and implemented hardware/software changes for capturing Tract II data on POS Magnetic Strip readers and sending this information to Nabanco.
- *Solved POS download problem at 2 branch locations that had existed for 6 years.
- *Designed and wrote program to capture SKU data at POS for all ready to wear departments.

July 1988-December 1989

TEXT AND REFERENCE BOOK BUYER

Accomplishments:

- *Purchased all textbooks for Harvard Business School and professional business books for retail sales.
- *Supervision of store employees at Business School location.
- *Planned and managed annual purchasing budget (800K).
- *Achieved 4% annual sales increase (annual sales \$1.2 million).
- *Created a database in Dbase II for maintaining historical information on titles carried.

LANGUAGES:

BASIC, COBOL, FORTRAN, PASCAL, INFORMIX-SQL, UNIFY-SQL, UNIX Shell Scripting

EDUCATION:

MS Mathematics, Northeastern University, Boston, MA June 1989

BS Mathematics, Emmanuel College, Boston, MA June 1987

Professional Courses:

Data General UNIX, SCO UNIX, NCR TCOS/Stores system support

Novell Netware 4.X Administration and Advanced Administrations, NT Administration.

REFERENCES:

References available upon request.